

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

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| In re Patent Application of |) | MAIL STOP AMENDMENT |
| William R. Sweeney |) | Group Art Unit: 3628 |
| Application No.: 10/729,968 |) | Examiner: AKIBA K. ROBINSON |
| Filed: December 9, 2003 |) | BOYCE |
| For: MODEL-BASED PROMOTION AND |) | Confirmation No.: 2214 |
| PRICE COMPUTATION SYSTEM |) | |
| AND METHOD |) | |

AMENDMENT

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

In response to the final Office Action dated September 24, 2009, please
amend the above-identified patent application as follows: